



# VISUAL IDENTITY GUIDELINES

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# BRAND STORY



NorthPeak Outdoors is inspired by the pull of higher ground and the challenge of the climb. Built for those who seek clarity in cold air and purpose on rugged paths, the brand represents determination, progress, and respect for the natural world.

Every piece is designed with the mindset of ascent—moving forward, pushing limits, and staying grounded in the environment that shapes the journey. NorthPeak Outdoors stands for resilience in changing conditions and confidence wherever the trail leads.

**NorthPeak is not just a direction—it's a mindset.**

# BRAND LOGO



The NorthPeak Outdoors logo is built around a circular badge and layered mountain peaks, representing elevation, resilience, and the pursuit of higher ground. The structured form conveys balance and reliability, while the mountain imagery reinforces the brand's outdoor focus.

Cool, clean tones reflect alpine environments and a sense of clarity found in nature. Designed for versatility, the logo remains strong and recognizable across apparel, gear, and digital applications.

# HEADLINES AND MARKETING

**Montserrat Bold**

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

!@#\$%^&\*

# TAGLINES AND BODY

Montserrat Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

!@#\$%^&\*

# COLOR SCHEME

The color palette reflects openness, strength, and reliability inspired by vast landscapes and changing skies. Balanced blues create a confident, calm, and adventurous feel, reinforcing trust and endurance. Together, the colors express a modern outdoor identity that feels grounded, versatile, and ready for exploration in all environments.

## PRIMARY COLORS

HEX: #0C3B59  
RGB: 12, 59, 89  
C: 99% M:76% Y:41% K:32%

HEX: #52B6E2  
RGB: 82, 182, 226  
C: 61% M:10% Y:2% K:0%

## SECONDARY COLOR

HEX: #3A6F8F  
RGB: 58, 111, 143  
C: 82% M:% Y:29% K:6%

# LOGO STYLES



The primary logo represents the core identity of Northpeak Outdoors, combining strength, clarity, and balance. It reflects the brand's adventurous spirit while maintaining a bold, timeless presence across all applications and brand communications.

# LOGO STYLES



The secondary logo variations offer flexible adaptations of the primary mark through reversed and alternate color treatments. These versions ensure visual consistency while allowing adaptability across different backgrounds, materials, and branded environments without compromising identity strength.

# LOGO USAGE

A correct and incorrect logo are shown here, highlighting how small adjustments impact appearance while keeping brand presentation clear, balanced, and visually consistent.



**NORTH PEAK  
OUTDOORS**

# APPARELS

Versatile apparel crafted to support movement, protection, and confidence during outdoor experiences.



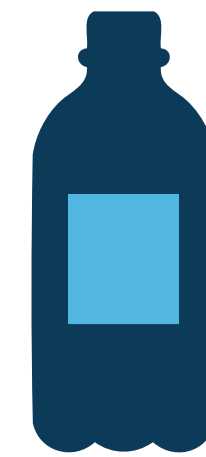
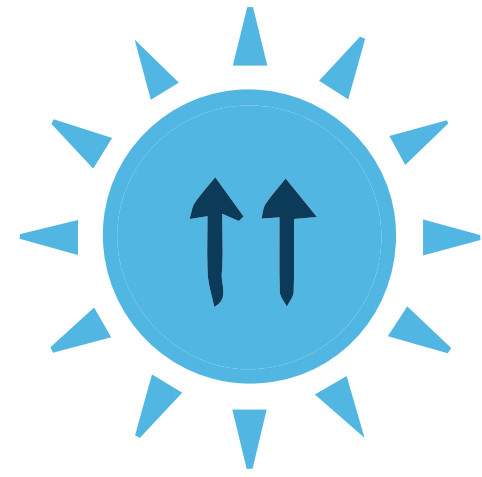
# APPARELS

Versatile apparel crafted to support movement, protection, and confidence during outdoor experiences.



# ICONS

A cohesive and purposeful icon system is presented here, demonstrating how consistent form and structure enhance recognition while maintaining clarity, balance, and a unified visual identity across the brand.



# ADVERTISEMENT

A compelling and versatile advertisement system is showcased here, illustrating how thoughtful layout and messaging amplify engagement while maintaining consistency, impact, and a cohesive visual presence across the NorthPeak Outdoors brand.



Built for the Rugged, Inspired by the Peaks.

## CONQUER EVERY ALTITUDE

North Peak Outdoors brings you Premium gear designed for those who find their home in the wild. From the deepest valleys to the highest summits, we go where you go.

[SHOP THE COLLECTION](#)

# TAG AND PATCH

This tag and patch exemplify how deliberate design, material choice, and precise craftsmanship, combined with consistent detailing, reinforce brand identity while ensuring clarity, balance, and a cohesive visual language across NorthPeak Outdoors, creating a distinctive and instantly recognizable symbol of quality, authenticity, and outdoor adventure

